



CSEPP Pilot Project

UMATILLA MEDIA CAMPAIGN

Project Team/Umatilla Public Information Group:

Tom Worden, State of Oregon

Lenore Pointer, Morrow County

Cheryl Humphrey, Umatilla County

Mark Clemens, State of Washington

Koreenza Burris, Benton County

Mary Binder and Jim Hackett, Umatilla Chemical Depot

Jesse Seigal, FEMA Region 10

Pilot Project goals

- Improve public readiness
- Coordinate marketing by meshing advertising with outreach efforts
- Invest in public education proportionate to other infrastructure improvements
- Evaluate impact on public preparedness and cost effectiveness of the campaign

Team approach

- Utilized team members' experience in mass media and marketing
- Determined "themes": Awareness-Preparedness-Readiness-Timeliness-Planning
- Team produced radio and newspaper ads "in-house." Worked closely with vendor to create TV spots.

Investment

- Core buy for reach was RADIO—allowed us to repeatedly hit core demographics.
- Prime Time TV allowed us to maximize reach into huge at-home audience.
- Newspapers reinforced core themes with bold statements. Promoted CSEPP phone numbers and website for more info.

Media buys

- Made buys every six months
- Used demographic info from census data
- Used Arbitron to pick radio and TV stations.
- Bought PRIME TIME radio and TV
- Found local cable buys very good when you could get good adjacencies

Bi-lingual buys

- Radio primary vehicle to reach Hispanics—ALL radio spots in English and Spanish.
- Ran ads in Spanish-language newspapers for selected events—especially CSEPP Ready Week.
- Aired two Spanish-language TV spots.
- Spanish-language speakers at events.

Evaluation: Telephone surveys

- Random phone surveys every three months
 - 800 residents each time=3200=10% of IRZ/PAZ population
 - Independent vendor
 - 17 preparedness questions, plus 5 demographic
 - Received executive summary, plus actual data
- Surveys show—public more prepared
 - General public better informed about their own responsibilities in a chemical emergency
 - Hispanic residents better informed
 - Parents trust schools more for kids' safety
 - Public more knowledgeable about what CSEPP does

Evaluation:

Website and phone calls

- 75,253 Internet page requests for Campaign year.
 - Up from 125/day prior to Campaign to 300+/day during Campaign.
- 638 phone calls for Campaign year.
 - Two-thirds of Oregon calls from IRZ residents.
 - 100% of Washington calls from outside emergency zones.

Evaluation:

Outreach activities

- Campaign increased requests for presentations
- Umatilla PI Os made 97 presentations
 - Business and school presentations
 - Civic/agency/elected officials
 - General community events
 - Hispanic community events
 - Media events
- 12,591 one-to-one contacts

Lessons Learned

- Develop a team approach.
- Research before your Campaign—key demographics, media ratings, minority needs, etc.
- Develop key “targets” and “messages”
- Create a marketing plan that combines advertising and outreach efforts.
- In dealing with media, EVERYTHING is negotiable.
- Plan to spend a lot of time in media production and at outreach events.

More lessons learned

- Monitor progress with surveys—adjust message and schedules as you go.
- Use everything to evaluate—phone calls, web hits, public reactions to ads, personal contacts, reactions of decision makers.
- Brief everyone in your program on what your Campaign is trying to accomplish.
- See the Umatilla Media Campaign CD for more Lessons Learned

Pilot Project products

- Umatilla Media Campaign Display
 - See it here at Portland Conference
- Umatilla Media Campaign CD
 - Project products for you to use—radio and TV scripts, audio and video recordings, print ads, survey data, Campaign plan and methodology.
 - Distributed to CSEPP Site program managers, Public Affairs IPT reps, and other key stakeholders.



Thank you

- To CSEPPians nationwide—we received thoughtful advice from many and could not have done the Campaign without your support.
- And to FEMA and the Army who challenged us to do this and then gave us the funds—our sincere thanks.